

# POLAROID *Land* CAMERA

... from *Snap* to *Print*  
in 60 Seconds!



THE CAMERA THAT DEVELOPS  
ITS OWN PICTURES A MINUTE  
AFTER YOU SNAP THE SHUTTER !



# Polaroid Picture-in-a-Minute Photography Brings You More Pleasure!

## You'll Have—

**MORE FUN!** . . . because there's a real thrill to seeing your pictures come right out of the camera, all finished and ready to enjoy right away! You'll amaze and delight your friends! And there's no drudgery—no trips to the store to leave and pick up pictures. It's all *fun*, and it's all *done* a minute after the shutter snaps.

**BETTER PICTURES!** . . . because you need never be satisfied until lighting and composition are *perfect*. You can see how to improve as you go along. And the photographic quality of Polaroid pictures is truly professional-looking . . . sharp . . . rich . . . brilliant.

**MORE PICTURES!** . . . because it's *no trouble* to take them, anytime, anywhere. You can take—and *get*—one picture at a time! No need to shoot a whole roll for the one or two pictures you want. You'll use this camera more than any other you've ever owned.

## Easy to Load!

Polaroid picture rolls simply drop in place—no spools to thread, no keys to wind. It loads in 8 seconds—the simplest-loading roll camera ever made. And you *never have to add anything* to the camera—no chemicals, no water. The camera is *dry*, the roll is *dry*. The picture roll itself makes the pictures. *Eight exposures per roll.*



## Simple to Set!

Imagine a camera that is completely versatile—one that will take pictures *anywhere*—yet is as simple to work as a push-button radio! That's because *one* setting selects the right combination of lens opening and shutter speed for any lighting condition. Just turn a disc, and the adjustment is made automatically. No need to remember *f*-stops and fractions of seconds—*just pick a number from 1 to 8.*

A simple exposure guide comes with each picture roll to tell you what number to use for each kind of lighting. And for complete simplicity and perfect exposures, the special Polaroid-General Electric exposure meter tells at a glance



## Just Snap It!

just which number to use. If the meter points to 5, set the shutter at 5—it's as simple as that. The camera focuses right down to  $3\frac{1}{2}$  feet for sharp, lifelike close-ups, with a simple, self-locking adjustment for other distances all the way to infinity.

Aim through the new-type eye-level view finder, which centers the picture automatically. The lenses are big, the image is large and clear. Even if you wear glasses, you'll find it's easy to see the whole scene—there's plenty of room behind the finder lens.

The shutter is *self-cocking*—just press the lever, and you've snapped the picture!



## And Pull a Tab!

That's *all you do* to make a picture. The tab stops automatically in just the right place. When you pull the tab you also advance the paper for the next picture, which you can snap right away if you want two pictures in a hurry.

The picture is now developing *inside the camera*. You do nothing but wait a minute, and then . . .



## Your Picture

**IN 60 SECONDS!**

Open the door in the back of the camera and lift out your finished print! A quick sweep with the Polaroid print coater adds a tough plastic finish—and the picture is ready to pass around among your friends, or to mount in frame or album.

You'll *always* get the picture, and it will be just the one you want. On vacation trips—at all those important once-in-a-lifetime events—think what it's worth to *know* you have the pictures you want!

You'll find it's so easy to take *good* pictures, so simple to experiment with new kinds of pictures, that your album will be filled with professional-looking shots that you'd probably never even attempt with a conventional camera.





# And Here's the Almost Unbelievable Magic of the Camera...

YOUR PICTURES . . . MADE IN A MINUTE . . . CAN BE **BETTER** THAN YOU HAVE EVER MADE BEFORE!

**Truly Professional in Quality . . . in Sparkling Black-and-White!**

The quality of Polaroid pictures has amazed even the most critical of professional photographers. There are good reasons why you'll hear people say over and over again when they see their picture — "that's the best picture I've ever had taken."

## Here's Why:

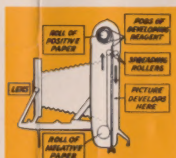
... The detail is excellent because of the sharp, high quality, small aperture lens.

... The contrast range is superb, and can be varied to suit your own preference simply by changing the development time. You can have extra-snappy prints or beautifully soft ones from the same roll!

... In brilliance of highlights and richness of shadows ... in subtle gradations of tone ... in all the qualities you can ask for, Polaroid prints challenge comparison with expert darkroom production.

## These Features Make It Easy

✓ **Drop-in Loading . . .** A Polaroid picture roll is actually two dry rolls, conveniently connected to a leader strip, which drop in place without threading. The negative roll records the image from the lens. The positive roll takes the image from the negative and makes the picture. The secret is in the tiny "pod" attached to each picture, containing the jellied reagent that does the developing and printing.



✓ **Built-in Flash . . .** Synchronized contacts are built into the shutter. Flash shots are simple and certain with the Polaroid Camera.



✓ **New-Type View Finder . . .** At last, an eye-level finder that tells you exactly where you're pointing! The front sight spots the center of the picture and provides a simple parallax correction for close-ups.



✓ **Safety-Snap Time Exposures . . .** For time exposures, just move a little knob to the "B" setting. The knob returns to "Instantaneous" automatically!

✓ **Quality Lens . . .** The three-element lens is color corrected, free of distortion, coated on all surfaces to reduce reflection and eliminate flare. Its speed is matched to the high speed of the picture roll, and even at its widest aperture of f/11 it has great depth of field. Smallest aperture is f/45, which gives unsurpassed sharpness over wide focusing range.

✓ **Extra-high Film-speed . . .** The Polaroid picture roll is faster than even the highest-speed films used in conventional roll film cameras. This extra speed is what makes possible the unique shutter and lens design . . . makes picture-taking easy, even in the rain.

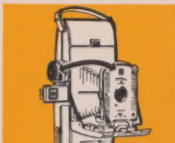
✓ **New-Type Shutter . . .** The shutter is built on an entirely new principle which provides extreme accuracy at all settings, regardless of temperature, weather or age. It is self-cocking, has speeds as slow as 1/8 second and as fast as 1/60 second.

✓ **No Double-Exposure . . .** When you pull the tab to make a picture, you automatically advance the picture roll for the next exposure.

✓ **Easy Close-ups . . .** Simple focusing lever lets you take close-ups at 3½ feet or shoot distant scenery miles away. You don't need a tape measure or a range finder, because the lens itself takes care of a wide margin of error.



✓ **Special Meter . . .** For real accuracy and complete simplicity, the Polaroid-General Electric Meter sets a new high. Clips right on the camera, and tells at a glance just where to set the shutter.



✓ **Extra Copies . . . Negatives . . .** It's easy to get extra prints (2 for 25¢), enlargements, or copy-negatives on film (only 15¢) for your own use. Order through your dealer or by mail from Polaroid, using handy envelope packed with each picture roll.



✓ **Pictures One-at-a-time . . .** Each roll contains 8 exposures, but you don't have to take the whole roll to see one picture. The pictures come out as you take them, one at a time.

✓ **Matched Accessories . . .** Sure-fire flash gun, easy-to-use close-up kit, filter kit, handsome cases — all designed especially to let you get the most out of your camera.

✓ **Easy to Carry . . .** The Polaroid Master Compartment Case is the perfect answer to easy carrying and storage of your camera, flash gun, bulbs, picture rolls, meter and other accessories. Lightweight and compact, this handsome case provides you with everything you need for complete Polaroid photography. Flash gun can be left on the camera when put in case.



✓ **Low Cost . . .** You might think that a camera that offers all this would have to be very expensive, but actually it costs no more than a conventional camera of the same versatility giving about the same size picture. And, print for print, Polaroid pictures actually cost less in most areas than conventional pictures from the same size negative, when all of the usual costs of film, developing and printing are included.

**Model 95 Camera \$89.75**

Ask to see the new  
**PATHFINDER CAMERA Model 110**



# Compare!

## POLAROID PHOTOGRAPHY

## ORDINARY PHOTOGRAPHY

DID I GET THE  
PICTURE?



You bet I did! . . . I always know for *sure* that I'll get the picture I want, because I see it in a minute!



Can't really say — sometimes my pictures come out and sometimes they don't.

WONDER IF I SHOULD  
TAKE MY CAMERA  
ALONG TO THE PARTY?



I certainly will! . . . It's fun to be able to give the pictures to my friends *as I take them*.



Don't think I'll bother. It'll be days before I get the prints (and I might never send them out!).

HERE'S A RUSH SHOT . . .  
ONE I'D REALLY LIKE  
TO HAVE QUICKLY.



. . . and here it is! Right away! And I don't have to use up the rest of the roll.



I'll have to waste the rest of the roll and wait at least a day. *Wish I could get one at a time and right away!*

IF THE PICTURE HAD ONLY  
COME OUT BETTER . . .



. . . if I don't like the pose I can re-shoot on the spot, to get *exactly* what I want. I have a second choice.



. . . it's too late, now, to do anything about it. My camera doesn't give me a second chance.

IF I'D ONLY THOUGHT TO  
TAKE A PICTURE BEFORE-  
HAND . . .



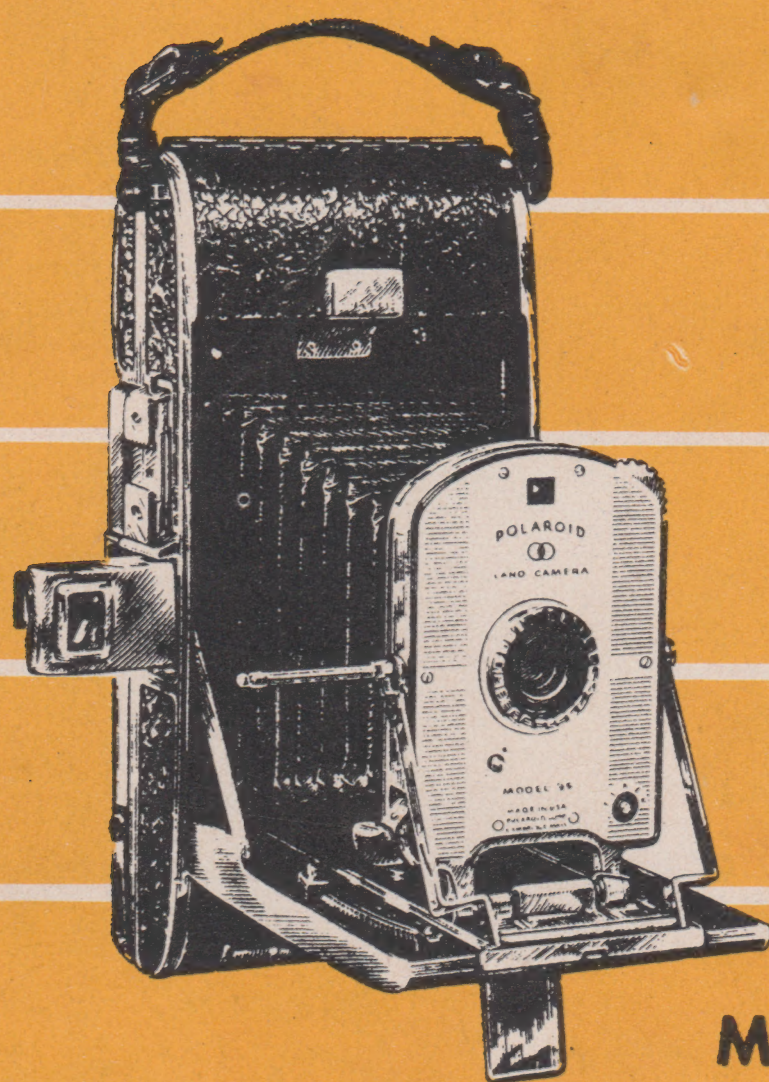
. . . Why, I can take it *now* and send it right along. It will only take a minute.



. . . I'll try to get around to taking one later and send it along with my next letter.



"Seems like magic . . . one of the greatest  
advances in history of photography"  
. . . says *Reader's Digest*



**Model 95**

You'll have to *See* it to *Believe* it!  
**ASK US FOR A DEMONSTRATION**